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USDA BULLETIN BOARD

Broadcast by Ruth Van Deman, Bureau of Human Nutrition and Home Economics in the Department of Agriculture's portion of the National Farm and Home Hour, Thursday, June 24, 1943, over stations associated with the Blue Network.

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KADDERLY: First in Washington, let's see what's on the Bulletin Board. Ruth Van Deman is here, and that means there's something for the women. What is it, Ruth?

VAN DEMAN: It's about breakfast for men and women. Breakfast good. Breakfast bad. And no breakfast at all. Believe it or not, other people may know from your actions whether you ate breakfast this morning. In war plants, as a general thing the people who don't eat breakfast don't produce as much in the first hour of work as do those people who eat a good breakfast. During the morning the hungry ones become less efficient. Immediately after lunch they do much better. Then they slack off again. A person is more efficient when he eats breakfast than when he doesn't...the main difference comes in the morning hours.

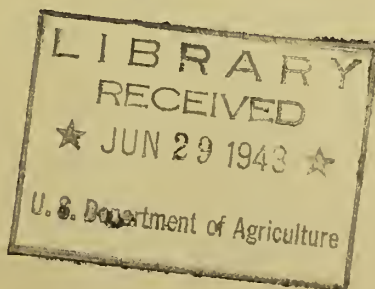
Now, this illustration of what happens in war plants applies just as well to office workers and homemakers and the rest of us. It applies especially to children. Studies have shown that children who eat proper breakfasts have a better chance to do well in school than the children who don't eat a good breakfast.

Along with this information about breakfast, let me report that mid-morning and mid-afternoon snacks help workers produce more and maintain a more uniform rate of work. By snack, I don't mean just anything taken into the stomach... I mean milk and a sandwich or juice of orange, grapefruit, or tomato. If we stop for a snack, we might as well take on something that's nourishing as well as good.

The final note I've made for today is about red ration stamps. The red stamps lettered K, L, M, and N expire next Wednesday, June 30th. OPA urges us to shop well ahead of the deadline so as to keep down delays and inconvenience caused by last-minute shopping. Those stamps will buy the same amount of food now as they will next week. And if we don't need to spend all of our red stamps, we're asked to destroy the excess coupons. If we don't need the food, let's not use the points.

That's all of the Bulletin Board. Now Wallace Kadderly....

KADDERLY: With some information for livestock producers.



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